

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 480362 /		<u>Alt Order #</u> 06180278
<u>Product</u> NRCC IE 2012		
<u>Contract Dates</u> 09/14/12 - 09/20/12		<u>Estimate #</u> 2599
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 09/05/12 / 09/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
D 13	KVVU	09/17/12	09/17/12	Fox 5 News at 5	5-530p		:30			NM	0	\$0.00
D 14	KVVU	09/17/12	09/17/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	0	\$0.00
D 29	KVVU	09/20/12	09/20/12	Fox 5 News at 5	5-530p		:30			NM	0	\$0.00
D 31	KVVU	09/20/12	09/20/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	0	\$0.00
D 38	KVVU	09/18/12	09/18/12	Fox 5 News at 5	5-530p		:30			NM	0	\$0.00
D 40	KVVU	09/18/12	09/18/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	0	\$0.00
D 48	KVVU	09/19/12	09/19/12	Fox 5 News at 5	5-530p		:30			NM	0	\$0.00
D 49	KVVU	09/19/12	09/19/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	0	\$0.00
N 55	KVVU	09/17/12	09/20/12	Fox 5 News at 5	5-530p		:30			NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWT---				3	\$585.00			
N 56	KVVU	09/17/12	09/20/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWT---				2	\$600.00			
N 57	KVVU	09/16/12	09/19/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/16/12	09/22/12	MTW---S				1	\$85.00			
<b>Totals</b>											<b>58</b>	<b>\$55,765.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/20/12	58	\$55,765.00	\$47,400.25
<b>Totals</b>	<b>58</b>	<b>\$55,765.00</b>	<b>\$47,400.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6180278 TRF# 480362  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

ADV # ADV. NAME ISS/NRCC-IE REP.# OFF.# 762 SALESMAN #  
AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME BEN ANGLE

815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA  
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6180278 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE 2012 EST#2599 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP14/12 SEP20/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP5/12 13.50

REP: TO ROSE  
FR NIKKI  
OKD M6-M8  
SEE LINES 60-63  
TOTAL SAME  
PLS CNF THANKS

STA:  
CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 155  
AGENCY PRODUCT CODE = 426  
AGENCY EST# = 2599

13	S		500P-530P	30		\$375.00	9/17	9/17	0		MON	0
PROGRAM : FOX 5 NWS-5												
RA35-64 : 1.3												
CON COM1: FOX 5 NWS-5												
CREDIT TAKEN FOR 1 SPOT(S) MISSED SEP17												

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14	S		530P-600P	30		\$385.00	9/17	9/17	0		MON	0
PROGRAM : FOX 5 NWS530												
RA35-64 : 1.2												
CON COM1: FOX 5 NWS530												

61	A		500P-530P	30		\$585.00	9/17	9/20	3		M-TH	3
PROGRAM : NEWS												
RA35-64 : 1.2												
ORD COM1: RATE FOR SAME TP \$600. PLS ADVISE.												
THIS IS A MAKE-GOOD FOR SEP17 ON LINE-14 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR SEP20 ON LINE-31 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR SEP18 ON LINE-40 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR SEP19 ON LINE-49 FOR 1 SPOT/WK												

62	A		530P-600P	30		\$600.00	9/17	9/20	2		M-TH	2
PROGRAM : NEWS												
RA35-64 : 1.2												
ORD COM1: RATE FOR SAME TP \$600. PLS ADVISE.												
PART OF A MAKEGOOD MADE UP OF LINES 61-63												

63	A		430A-459A	30		\$85.00	9/17	9/20	1		M-TH	1
PROGRAM : FOX 5 NWS530												
RA35-64 : 1.2												
ORD COM1: RATE FOR SAME TP \$600. PLS ADVISE.												
PART OF A MAKEGOOD MADE UP OF LINES 61-63												

21	S		1000P-1100P	30		\$625.00	9/15	9/15	0		SAT	0
PROGRAM : FOX 5 NWS-10												
RA35-64 : 2.3												
CON COM1: FOX 5 NWS-10												

60	A		1100P-1200M	30		\$625.00	9/15	9/15	2		SAT	2
PROGRAM : FOX 5 NWS-10												
RA35-64 : 2.3												
ORD COM1: NEWS DELAYED DUE TO 3HR MOVIE. AIRING 11P-12M. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR SEP15 ON LINE-21 FOR 2 SPOTS/WK												

29	S		500P-530P	30		\$375.00	9/20	9/20	0		THU	0
PROGRAM : FOX 5 NWS-5												
RA35-64 : 1.3												
CON COM1: FOX 5 NWS-5												
CREDIT TAKEN FOR 1 SPOT(S) MISSED SEP20												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31	S		530P-600P	30		\$385.00	9/20	9/20	0		THU	0
PROGRAM : FOX 5 NWS530 RA35-64 : 1.2 CON COM1 : FOX 5 NWS530												
38	S		500P-530P	30		\$375.00	9/18	9/18	0		TUE	0
PROGRAM : FOX 5 NWS-5 RA35-64 : 1.3 CON COM1 : FOX 5 NWS-5 CREDIT TAKEN FOR 1 SPOT(S) MISSED SEP18												
40	S		530P-600P	30		\$385.00	9/18	9/18	0		TUE	0
PROGRAM : FOX 5 NWS530 RA35-64 : 1.2 CON COM1 : FOX 5 NWS530												
48	S		500P-530P	30		\$375.00	9/19	9/19	0		WED	0
PROGRAM : FOX 5 NWS-5 RA35-64 : 1.3 CON COM1 : FOX 5 NWS-5 CREDIT TAKEN FOR 1 SPOT(S) MISSED SEP19												
49	S		530P-600P	30		\$385.00	9/19	9/19	0		WED	0
PROGRAM : FOX 5 NWS530 RA35-64 : 1.2 CON COM1 : FOX 5 NWS530												

STATION MAKEGOOD OFFERS:  
 M6 OK'D BUY#21 MISSED: SAT/1000P-1100P SEP15(2/WK) 30S \$625.00 (AUG23/12)  
 OFFER: SAT/1100P-1200M SEP15(2/WK) 30S \$625.00 PLS ADVISE.  
 CMT: NEWS DELAYED DUE TO 3HR MOVIE. AIRING 11P-12M. PRE-BOOKED PLS APPROVE.  
 M7 OK'D BUY#13 MISSED: MON/500P-530P SEP17 30S \$375.00 (AUG30/12)  
 BUY#29 THU/500P-530P SEP20 30S \$375.00  
 BUY#38 TUE/500P-530P SEP18 30S \$375.00  
 BUY#48 WED/500P-530P SEP19 30S \$375.00  
 OFFER: NONE  
 CMT: RATE FOR SAME TP \$585. PLS ADVISE.

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP5/12 13.50  
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 \*\*CHANGES\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M8	OK'D		MISSED: MON/530P-600P				SEP17		30S	\$385.00		(SEP5/12)
	BUY#14		THU/530P-600P				SEP20		30S	\$385.00		
	BUY#31		TUE/530P-600P				SEP18		30S	\$385.00		
	BUY#40		WED/530P-600P				SEP19		30S	\$385.00		
	BUY#49		OFFER: M-TH/500P-530P				SEP17 (3/WK)		30S	\$585.00		PLS ADVISE.
			& M-TH/530P-600P				SEP17 (2/WK)		30S	\$600.00		
			& M-TH/430A-459A				SEP17		30S	\$85.00		
			CMT: RATE FOR SAME TP \$600. PLS ADVISE.									

SEP/12 55765.00 CONTRACT TOTAL 55765.00  
 TOTAL SPOTS 58

MARKET TOTALS \$253,477 KVVU 22% KSNV 37% KLAS 22% KTNV 15% KVMY 3% KVCW 1% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35-64\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE